

4332. Misbranding of "Goff's Cough Syrup" and "Goff's Herb Bitters."
U. S. * * * v. S. B. Goff & Sons Co., a corporation. Plea of
guilty. Fine, \$25. (F. & D. No. 5520. I. S. Nos 7716-e, 9107-e.)

On November 19, 1915, the United States attorney for the District of New Jersey, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against the S. B. Goff & Sons Co., a corporation, of Camden, N. J., alleging shipment by said company, in violation of the Food and Drugs Act, as amended: (1) On or about November 23, 1912, from the State of New Jersey into the State of New York, of a quantity of "Goff's Cough Syrup" which was misbranded. The article was labeled: (On carton) "Goff's Cough Syrup. Alcohol 10 per cent. This concentrated remedy is made from herbs and roots. Free from all opiates. Promptly and positively loosens phlegm, relieves coughing, tickling, hoarseness, distressing colds, whooping cough, asthma, prevents bronchitis, pneumonia. It immediately relieves croup. Price 25 cents. S. B. Goff & Sons Co., Sole Proprietors and Manufacturers, Camden, N. J., U. S. A. S. B. Goff's Family Medicines, Camden, N. J. Established 1872. Be sure to read the inclosed folder. Made of herbs. In use since 1872. Goff's Cough Syrup. Guarantee: Goff's Cough Syrup is prepared solely from the pure, concentrated extract of Horehound, Boneset, Mullein, Bloodroot, Elecampane, and nine other roots and herbs. It may be taken with perfect safety by the youngest infant or the oldest person. It is entirely vegetable and absolutely pure. We guarantee that it does not contain any opiates or other harmful ingredients. Should this remedy fail to give entire satisfaction, we authorize the dealer to refund to you, without question, the purchase price, and we pay him. Guaranteed by S. B. Goff & Sons Co., under the Food and Drugs Act, June 30, 1906. No. 1046. S. B. Goff Founder Goff's Medicines. President, S. B. Goff & Sons Co. \$1000 Reward to any person who can prove that we use one drop of Opium, Morphine, Chloroform, Heroin, Codeine, Cannabis Indica in Goff's Cough Syrup. In fact no opiates of any kind are used. It is made from Boneset, Horehound, Mullein, Bloodroot, Skunk Cabbage Root, and nine other valuable herbs. Absolutely pure and positively safe for infants and children. It has broken up bad colds in two days. It has relieved croup in 15 minutes. Test it in your family and learn how pleasant, effective, and superior it really is. The 50c. size contains nearly three times as much as the 25c. size. Therefore the most economical. Children Love It. Always Use Goff's. Will relieve Croup." (On bottle) "Reg. U. S. Pat. Office. S. B. Goff's Cough Syrup, Alcohol 10 per cent. This herbal remedy acts directly on the throat and lungs as a powerful restorative. It is pleasant to the taste. For colds, Symptoms of Croup, Croup, Difficult Speaking, Coughs, Spitting of Blood, Pneumonia, Whooping cough, Bronchitis, Loss of voice, Sore throat, Weak lungs, Weak throat, Hoarseness, Pains in breast, Pleurisy, Tickling in throat, Asthma, Difficult breathing, Grippe. Directions: Adults, one teaspoonful every hour. Children, $\frac{1}{2}$ teaspoonful; infants, 5 to 10 drops. In severe cases, repeat the dose as often as necessary to obtain relief; these average doses can be increased or decreased to suit each person. Croup. This remedy has never failed to relieve croup. Always give one teaspoonful every few minutes until relieved; in severe cases give large doses to produce vomiting; also bathe the neck and breast with Goff's Oil Liniment. See full directions on wrapper. Price 25 cents. S. B. Goff & Sons Co., Sole Proprs. and Manfrs. Camden, N. J., U. S. A. Guaranteed under the Food and Drugs Act, June 30, 1906. No. 1046." (Blown in bottle) "S. B. Goff's Cough Syrup, Camden, N. J." The circular or pamphlet accompanying the article contained, among other things, the following: "This cough syrup is fine for a sore throat gargle, excellent for asthma, will stop hard coughing in whooping cough and relieve croup in ten to fifteen minutes, preventing the development of fatal membranous croup."

Analysis of a sample of the product by the Bureau of Chemistry of this department showed the following results:

Alcohol (per cent by volume)-----	8.0
Methyl alcohol and acetone: Absent.	
Solids (per cent)-----	58.54
Ash, nearly all water soluble (per cent)-----	0.44
Sucrose (per cent)-----	49.81
Invert sugar (per cent)-----	5.18
Nonsugar solids (per cent)-----	3.55
Alkaloids (gram per 100 cc)-----	0.0066
Opium alkaloids: Absent.	
Chlorids: Present.	
Iron, iodids, antimony: Trace.	
Vegetable extractive: Present.	

Misbranding of the article was alleged in the information for the reason that the following statements regarding the therapeutic or curative effects thereof, appearing on the label aforesaid, to wit: (On carton) "Goff's Cough Syrup * * * prevents bronchitis, pneumonia * * *," (On bottle) "This herbal remedy acts directly on the throat and lungs as a powerful restorative * * *," "For pneumonia, bronchitis, spitting of blood, whooping cough, weak lungs, pleurisy, grippe * * *," and the following statement included in the circular or pamphlet aforesaid, to wit: "* * * will relieve croup in ten to fifteen minutes, preventing the development of fatal membranous croup," were false and fraudulent in that the same were applied to said articles knowingly, and in reckless and wanton disregard of their truth or falsity, so as to represent falsely and fraudulently to the purchasers thereof, and create in the minds of purchasers thereof the impression and belief, that it was, in whole or in part, composed of, or contained, ingredients or medicinal agents effective, among other things, as a preventive of bronchitis and pneumonia, as a powerful restorative for the throat and lungs, as a remedy for pneumonia, bronchitis, spitting of blood, whooping cough, weak lungs, pleurisy, and grippe, and as a preventive of fatal membranous croup, when, in truth and in fact, it was not.

(2) On, or about February 23, 1913, from the State of New Jersey into the State of Maryland, of a quantity of "Goff's Herb Bitters" which was misbranded. This article was labeled: (On bottle) "Reg. U. S. Pat. Off. S. B. Goff's Herb Bitters Alcohol 12½ per Cent. This Herbal Remedy acts directly on the entire digestive system as a powerful restorative. For Malaria, Dizziness, Dyspepsia, Headache, Heartburn, Biliousness, Indigestion, Constipation, Coated Tongue, Kidney Diseases, Liver Affections, Chills and Fever, Loss of Strength, Hot and Cold Flashes, Irregular Bowels, Loss of Appetite, Pain in Stomach, Sour Stomach, Loss of Flesh, Impure Blood, Nervousness, Flatulence, Bad Taste, Belching, Vomiting, Grippe. Directions: Adults ½ Teaspoonful in water four times a day, after each meal and before retiring; children 5 to 15 drops. Take before meals if the ailment or condition requires. These average doses can be increased or decreased to suit each person. Enough should be taken to move the bowels freely twice daily. For a purgative dose, one tablespoonful for an adult. As a Tonic, add one dose to a glass of water. Sugar may be added to each dose and a little sugar taken immediately after the dose, if desired. See full directions on wrapper. Shake well, keep tightly corked. Price 25 Cents. S. B. Goff & Sons Co. Sole Proprs. and Manfrs. Camden, N. J. U. S. A. Guaranteed under the Foods and Drugs Act June 30, 1906. No. 1046." (Blown in bottle) "S. B. Goff's Herb Bitters Camden, N. J." (On carton) "Registered in U. S. Pat. Office Goff's Herb Bitters Alcohol 12½ per cent. This concentrated herbal remedy promptly and positively relieves dyspepsia and diseases of the stomach, liver and bowels, especially indigestion, biliousness and constipa-

tion, it acts directly on the entire digestive system as a powerful restorative and blood purifier. Price 25 cents. S. B. Goff & Sons Co. Sole Proprietors and Manufacturers Camden, N. J. U. S. A. This package adopted January 1st 1907." (On sides of carton) "Guarantee—Goff's Herb Bitters is compounded with the greatest possible care and attention to purity, strength and excellence. It can be taken with perfect safety by the youngest child or oldest person. We guarantee that it is the pure extract of carefully selected herbs, roots and barks, and that it does not contain any Whiskey, Wine, Gin, Minerals, Opiates, or any other harmful ingredients. It is absolutely pure. Should this remedy fail to give entire satisfaction, we authorize the dealer to refund to you without question, the purchase price. Guaranteed by S. B. Goff & Sons, Co., under the Food and Drugs Act, June 30, 1906. No. 1046. S. B. Goff, President, S. B. Goff & Sons Co. Founder Goff's Medicines. Goff's Herb Bitters A certain Remedy, for Headache, Coated Tongue, Bad Taste in the Mouth, Sour Stomach, Belching, Heartburn, Water Brash, Distress after Eating and Dizziness. These ailments are positive symptoms of Dyspepsia, and will eventually lead to impure Blood, Chronic Constipation, Rheumatism and Kidney Diseases. Goff's herb Bitters, by its antiseptic restorative action positively relieves Dyspepsia and its symptoms. You will be surprised at the beneficial action upon the digestion immediately. Typhoid Fever, La Grippe, Malaria and Appendicitis cannot possibly exist in the system when Goff's Herb Bitters are regularly taken according to direction. It removes the cause. By its use, thousands of Dyspeptics have been relieved after everything else failed." (On top flap) (Trade Mark) "S. B. Goff's Family Medicines Camden, N. J. Established 1872. Purely Vegetable Guaranteed absolutely Pure" (On bottom flap) "Goff's Herb Bitters Pure Extract of Herbs Always Reliable Established 1872" (Statements on back of carton in foreign languages.)

Analysis of a sample of this product by said Bureau of Chemistry showed the following results:

Alcohol (per cent by volume)	11.3
Nonvolatile matter (per cent)	19.46
Ash (per cent)	3.09
Sugar (sucrose) calculated (per cent)	12.14

Digestive material: None.

Vegetable matter: Aloes.

Alkaline carbonates and chlorids: Present.

Peppermint: Present.

A hydroalcoholic solution of aloes, sugar, and alkaline carbonates, flavored with peppermint.

Misbranding of this article was alleged in the information for the reason that the following statement regarding the therapeutic or curative effects thereof, appearing on the label aforesaid, to wit: (On carton) "* * * Typhoid Fever, La Grippe, Malaria, and Appendicitis cannot possibly exist in the system when Goff's Herb Bitters are regularly taken according to direction, * * *" was false and fraudulent in that the same was applied to said article knowingly, and in reckless and wanton disregard of its truth or falsity, so as to represent falsely and fraudulently to the purchasers thereof, and create in the minds of purchasers thereof the impression and belief, that it was, in whole or in part, composed of, or contained, ingredients or medicinal agents effective, among other things, as a remedy for typhoid fever, la grippe, malaria, and appendicitis, when, in truth and in fact, it was not.

On December 6, 1915, the defendant company entered a plea of guilty to the information, and the court imposed a fine of \$25.

CARL VROOMAN, *Acting Secretary of Agriculture.*